

THE FREELANCER KIT

Freelance Pricing & Profit Calculator — Quick-Start Guide

Know your number. Charge what your work is really worth.

5-SHEET WORKBOOK

2026 Edition · For the buyer's personal use

Start here

Most freelancers pick a price by copying someone else — then wonder why the month never adds up. This workbook works the other way round: you start from the income you actually need, and it tells you the hourly rate, project prices and fee losses that follow from that number.

The one rule: yellow cells are the only cells you ever type in. Everything pale green is a formula — leave it alone and the maths stays honest.

The sheets (Pro)

Sheet	What it answers
Hourly Rate	"What must I charge per billable hour to hit my monthly goal?"
Project Estimator	"What fixed price covers the build AND the revision rounds?"
Platform Fees	"After marketplace and payment fees, what do I really keep — and what should I charge to net my target?"
Tax Set-Aside	"How much of every payment is not mine to spend?"
Scenarios	"More hours, or a higher rate? See both side by side."

A word on the samples

Every sheet ships with worked sample numbers, and the note under each sheet shows the arithmetic by hand so you can check the formulas yourself. Change the yellow inputs to your real numbers and everything recalculates. The tax sheet is a planning habit, not tax advice — use the rate that applies to you.

Lite vs Pro

The free Lite workbook contains the Hourly Rate sheet only — enough to find your number today. Pro unlocks all five sheets.